





# **Leading with Clarity: The 5 Pillars of Credible Communication**

This session explores the Law of Credibility in communication through five powerful pillars that build lasting influence

LEAD THE WAY



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Hillgrove High**

**Missy Shackelford,  
Blackwell  
Elementary**

LEAD THE WAY

# Let's play Crystal Clear!

## Instructions:



**Work Individually.**

**Follow instructions given by the reader.**

**Refrain from asking questions.**



# Learning Target

**I can apply the five pillars of credible communication**

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# CCSD Leadership Competencies

Leadership Impact Conference 2026 Competencies

# LEAD THE WAY



## Leading Yourself

Communication

Decision Making

Professional Growth

Stress Management

Self-Efficacy

Resourceful



## Leading Others

Relationships

Conflict Management

Building Capacity

Collaboration

Ethics

Consistency



## Leading the Work

Safety

Finances

Academics

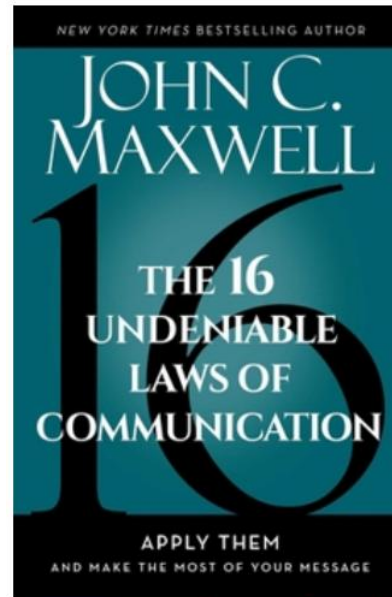
Innovation

Strategic Planning

Change Management



**“People don’t want perfect communicators, but they do want authentic ones.”**



**John Maxwell**

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# John Maxwell's Law of Credibility

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**INCLUDES 5 PILLARS  
OF COMMUNICATION**



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# Be a good example = Clear character

Can others see that you practice what you preach?



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# **Be Trustworthy = Clear Integrity**

**Can others rely on you?**

**Encourages buy in**

**Relational security**

**Reduction of skepticism**

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**Clear character  
creates credibility**

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# **Be transparent = clear intentions**

**Can others understand your motives?**

**Share relevant information**

**Be specific and clear**

**Match the tone to the message**



**Clear intentions  
creates credibility**

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# **Be Competent = clear capability**

**Can others see the 4 cores of credibility in you and your work?**

**Intent..... Integrity..... Capabilities..... Results**

**Are you prepared and familiar with your audience?**

**Are you clear on the message before you share information?**

**Are you using simplistic precise language?**

**Are facts separate from interpretations and feelings?**

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# **Be Consistent = clear pattern over time**

**Do others want to follow you?**

**People trust patterns more than promises**

**Be the same leader in every season**

**If there is no consistency there is no credibility**

**If people are confused about how you communicate,  
they are hesitant to follow you**

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**Clear competency and  
consistency  
creates credibility**

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# **Application of Law of credibility Activity**

**Look at the communication scenario in your folder.  
Each person decide on a better way to  
“communicate” the statement**

**Choose the best one to share out.**



# Reflection

**Can you apply the pillars of credibility when communicating?**

**Can you demonstrate intent, integrity, capabilities and results as an administrator?**

**If so, then you have the tools you need to effectively communicate and ultimately influence.**

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TAKE ACTION

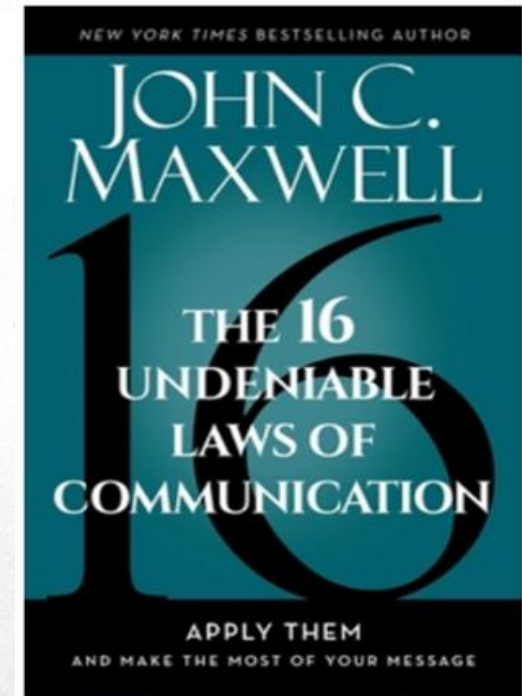


<b>Now</b>		
<b>New</b>		
<b>Next</b>		



# Resources

- Creighton Journal of Interdisciplinary Leadership Vol. 2, No. 2, November 2016, pp. 2 – 16 © 2016 D. E. Tyler  
Creighton Journal of Interdisciplinary Leadership DOI: <http://dx.doi.org/10.17062/CJIL.v2i2.51> RESEARCH ARTICLE Communication behaviors of principals at high performing Title I elementary schools in Virginia: School leaders, communication, and transformative effort
- Maxwell, J. C. (2023). *The 16 undeniable laws of communication: Apply them and make the most of your message*. Maxwell Leadership



*Thank you for attending  
our session!*

*We hope it was beneficial!*

*Have a great day!*

**LEAD**  
**THE WAY**

